

Students' Satisfaction of the Student Personnel Services of UM Panabo College

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Abstract— Student Personnel Services are welfare amenities provided by an educational institution geared towards harmonious relationship between administration and students. A thematic analysis was employed in this study to assess the satisfaction of students on how the student personnel services perform through time based on the survey during office transactions. The researchers compared the results in the Student Personnel Services Survey (SPSS) of the Cashier (CO), Clinic (CHS), Guidance (GSTC), Learning Information Center (LIC), Office of the Student Affairs (OSA), Records & Admission Center (RAC) and Student Accounting Office (SAO) from 1st Semester of SY 2015-2016 to 1st Semester of SY 2017-2018; the researchers collated the result from the SPSS and got the mean then the overall mean. Ethical consideration, trustworthiness, credibility, conformability, transferability and dependability were observed in this study. Gleaned from the Results, significant difference was found on SPS when analyzed by department and that students were Very Highly Satisfied of the SPS with a grand mean of 4.57 (0.26).

Keywords— Students Satisfaction, Student Personnel Services and UM Panabo College.

I. INTRODUCTION

The purpose of education in any nation is to effect desirable changes in attitude and behavior in the learners. There is a paradigm shift in education from subject-centered to learner-centered activity and in so doing, cognizant to every higher education institution is how support services are being delivered to students (MacDonald & Thompson, 2005). Student personnel services (SPS) are welfare services provided by the institution in order to have harmonious relationships between the administration and students (Palli & Mamilla, 2012; Gamage, Suwanabroma, Ueyama, Hada & Sekikawa, 2008) and provide the indispensable role of assisting them, be better and responsible learners.

Students' personnel services in higher education needs to be planned, administered, supervised and evaluated in order to know the extent of success or failure in achieving set goals. This is largely dependent on the availability or otherwise of quality SPS. Thus, students' personnel services cannot be divorced from the management of the institution. It is an important component of the institutional management.

Uwazurike (2004) states that student personnel management comprises those administrative and supervisory functions and services other than classroom instruction. This depicts that one of the tasks of institutional management involves the coordination and administration of SPS in pursuing the common goals of the institution because "it is upon the quality of these students on completion of their academic program that the future of any nation lies" (Aguba, 2009).

Most student satisfaction study focus on the perspective of customers (LeBlanc, & Nguyen, 1999; DeShields Jr, Kara & Kaynak, 2005; Joseph, Yakhou & Stone, 2005; Hasan, Ilias, Rahman & Razak, 2009; Gruber, Fuß, Voss & Gläser-Zikuda, 2010;), and researchers are facing tremendous problems in creating a standard definition for student satisfaction, thus providing a need of customer satisfaction theory to be selected and modified so that it can explain the meaning of student satisfaction (Hom, 2002). Even though it is risky to view students as customer, but given the current atmosphere of higher education marketplace, there is a new moral prerogative that

student have become “customer” and therefore can, as fee payers, reasonably demand that their views be heard and acted upon (Brown & Mazzarol, 2009); like that of the research conducted by Sutardji and Sri (2006) on the Analysis of Some Factors that Influence on Library User Satisfaction. The results showed there was a positive influence between service quality variable to student satisfaction variable. Thus, the quality of service has a positive effect on student satisfaction [5].

In trying to evaluate the services rendered for purpose of satisfaction, the use of customer feedback forms were being furnished and deliberately form part on every aim of institutions’ elevating their administrative offices’ improvement and that views, perceptions and evaluation by students to every support services they have accessed were countered. Student personnel services are composed of Records and Admission Office (RAC), Learning and Information Center (LIC), Guidance Services and Testing Center (GSTC), Office of the Student Affairs (OSA), Cashiering Office (CO), Students Accounting Office (SAO) and Center for Health Services (CHS).

Records and Admission Center receives and compile and records the grades of the students, issue Transcripts of Records and certificates and other kinds of credentials upon student’s request or other authorized entity.

Learning and Information Center provides and support the academic instruction, research and programs through an organized collections, technologies and reliable information.

Guidance Services and Testing Center offers counseling services to the students to meet social, personal, emotional, psychological, and educational adjustment while in school.

Office of the Student Affairs provide effective channel for communication between student body, the administration faculty and employees. This Office is responsible for the general development of student life in school and is endeavors to explain the policies, co-curricular and extra-curricular activities. It is

concerned with the student’s physical, emotional and spiritual welfare.

Student Accounting Office is in-charge of the accounts receivable from students and provides services to students in support to their non-academic needs for information concerning the breakdown of fees, the computation of their installment payment and all other tuition related services.

Cashiering Office aims to ensure an effective system of cash flow from the time it is received until it is deposited in the bank and to ensure proper recording, accounting, and reporting of cash to administrators on a regular basis.

The Medical and Dental Services is in charge of health wellness of students and faculty specifically first aid treatment. It provides giving of medicines, BP taking, free medical and dental check-up, free tooth extraction and dressing of wounds.

II METHODS

A thematic analysis was employed in this study to look into or assess the satisfaction of students on how the student personnel services perform through time based on the survey during office transactions. The researchers compared the results in the Student Personnel Services Survey (SPSS) of the Cashier, Clinic, Guidance, Learning Information Center (LIC), Office of the Student Affairs (OSA), Records Admission Center (RAC) and Student Accounting Office (SAO) from First Semester of SY 2015-2016 to First Semester of SY 2017-2018. To do this, the researchers got the mean results from the different departments and shown data through tabulation. The results gathered from the 10% of the total population of the school in each semester;

- 158 students/per month/unit for 1st semester, 2015-2016;
- 155 students/per month/unit for 2nd semester, 2015-2016;
- 139 students/per month/unit for 1st semester, 2016-2017;
- 136 students/per month/unit for 2nd semester, 2015-2016 and

- 116 students/per month/unit for 1st semester, 2017-2018; which the researchers believed to be a good voice that would represent the whole feedback of the students.

From the data already in hand, the researchers collated from all the departments mentioned above the result in the SPSS and got the mean then the overall mean. To display the statistical findings, tabular data was used

to determine the progression of the scores of each SPS unit/area through time.

III RESULTS AND DISCUSSION

This chapter consists of the presentation and analysis relevant to the queries in the statement of the problem. Presented both tabular and textual forms with the corresponding logical and profound description of the result.

Table 1. *Level of Students' Satisfaction with Student Personnel Services*

Variable	Mean	S.D.	Descriptive Equivalent
RAC	4.78	0.13	Very High
Clinic	4.76	0.09	Very High
Cashier	4.68	0.06	Very High
OSA	4.65	0.06	Very High
Guidance	4.63	0.09	Very High
SAO	4.61	0.05	Very High
LIC	4.35	0.18	Very High
SPS Total	4.57	(0.26)	Very High

Note: $\alpha = 0.05$

Reflected in Table 1 is the significant difference on SPS when analyzed by department. In an orderly manner, Records and Admission Center ranked first as highest mean with VH significance followed by Clinic, Cashiering, Office of the Student Affairs,

Guidance, Student Accounting Office and Learning and Information Center. Illustrated also in the above table is the Grand Mean at 4.57 (0.26) described as Very High Satisfaction Level as rated by students.

Table 2. *Comments and Suggestions*

Superordinate Themes	Sub-theme	Codes
Positive Category	Well-trained personnel	"Properly trained and skillful" (GSTC)
		"Friendly and accommodating" (LIC)
		"Approachable all the time" (LIC)
Bases for Improvement Categories	1. Additional working personnel	"Dugay ang staff sa RAC para dali lang ang process ug para ang nag-process dug ol pag..." (RAC)
		"There should hire more employees so the services will be fast" (RAC)
		"Lack sa Cashier na ang Cashier para kung may exam sa school, man nagawang so daghan daghan ang mag Cashier."
	2. Additional equipment	"Enough emergency light during brownout so that the transaction inside the library will continue" (LIC)
		"Some advanced scanning computer for viewing of grades para binding stickers" (RAC)
		Additional bookshelves/cabinet (OSA)

	3. Improve facilities	“Library must be airconditioned”
		“Geo tiles, dapet ang room ug Guidance. Expand the Office. Like sa Guidance”
		“Provide Comfort Room for Library”
	4. Availability of the Office for Night-shift/Extension of hours of service by personnel	“It should be open until 9:30 PM” (Clinic)
		“STA from half-day to whole day” (OSA)
	5. Provisions of Strategic schemes for Services	“Must provide priority number” (Cashier)
		“Unta mas dali ang procedure sa pagkuha sa mga books, back to back sa lang unta ang pagkuha sa ID sa mga ... automatic makuha na mo, kinahanglan man gud...” (LIC)
		“Provide waiting seats” (SAO)

Thematic Analysis

Table 2 presents the Thematic Analysis classified and analyzed into major and sub-themes. Themes emerged from the data and were not imposed upon by the researcher. Themes are defined from patterns such as conversation topics, vocabulary, recurring activities, meanings, feelings or folk sayings and proverbs (Taylor and Bogdan, 1989). The consistency of student responses came together in a consequential way linked together and created themes in the data. Themes are identified in bringing together components or fragments of ideas or experiences, which are often meaningless when viewed alone (Leininger, 1985). This research study has themes that emerged from the participants' perceptions, comments and suggestions processed from survey instrument.

Reflected on the above-table are superordinate themes classified into Positive Category from students' comments, suggestions that are positive in nature; the latter are the Bases for Improvement collected from the comments and suggestions from student-customers

Major Theme 1. The first superordinate theme found was Positive Category which indicates that SPS models good behavior towards student-customers. There is only one sub-theme under this major theme is well-trained personnel.

Sub-theme 1. The first sub-theme generated was well-trained Personnel which is indicated by a thoroughly

or expertly trained personnel was observed by students must have been grounded from SPS units' training on good customer services; patience, in which students are at-ease during office transaction. Moreover, personnel are welcoming, and are evident on the following statements:

Student AAA said: “Properly trained and skillful”.

Student BBB added that “Friendly and accommodating”.

Student CCC wrote: “Approachable all the time”.

Major Theme 2. The second major theme generated was Basis for Improvement which has the following sub-themes: additional working personnel, additional equipment, improve facilities, availability of the Office for night shift/extension of hours of service by personnel and provision of strategic schemes for services.

Sub-theme 1. The first sub-theme was Additional Working Personnel are customers request to supplement office worker. For an Office which has numerous procedures and processes, the customer needs right number of people to cater their requests. There are numerous jobs that couldn't be done by one to two persons alone, as for the customers' feedback, they opted to suggest additional employees to speed-up transactions. There is a need to add staff for RAC to ease processes, so to hasten the queuing system; also, there shall be equitable number of Cashiers to

manage payees during examinations. For this particular institution, there is only one (1) Cashier to cater all transactions by customers. During examinations, bulks of students transact payment, it just reasonable to avoid jam especially when they pay during the examination day while catching-up their exam schedule. These are all supported from the statements;

Student 1a stated “Dapat dungagan ang staff sa RAC para dali-ay lang ang process ug para ang magsunod dili nga-nga”

Student 1b added “They should hire more employees so the services will be fast”

Student 1c also iterated “Dapat daghan na ang Cashier para kung ting exam na daghan man mamayad so dapat daghan pud ang Cashier”

Additional equipment entails to add materials/resources/supplies for Office’s improvement. The Office of Student Affairs lacks equipment in organizing their files. In the LIC, despite concern more about ventilation during library transactions, students still wanted to read and study regardless of the inconvenience with surroundings during brownout. Light and ventilated area goes together during a study, however, students still value more on how support offices value their transactions. In the RAC, there is a significant reason why students opted to view grades as evaluation, as for scholarship renewal, as assessment and other pertinent reasons, often than not, number of students queue for grades viewing from one (1) unit of computer, so they experienced jam during viewing. These observations were manifested by the customer during office transactions;

Student 2a told “Enough emergency light during brownout so that the transaction inside the library will continue”

Student 2b capitulated “Sana madagdagan ang mga computer for viewing of grades para hindi na siksikan”

Student 2c stated “Additional bookshelves/cabinet”

Improve facilities implies that student-customers wanted Offices to add more furnishings/ materials that

suffice their needs. In the Library, as for a customer, it is better and convenient to feel comfortable during a study. It is an accepted fact and common nowadays for students to stay in a cool-place while reading a book, make worthwhile efforts for their courses in a good ambience. The Guidance Office serves the student in a more psychological or psycho-social in nature; for a problematic student, it may lift spirits if that customer found comfort in the Guidance Office’s cozy environment. The library’s location is in the 3rd floor. When a customer is focusing much on studying and reading, it is but onerous on the student to go down in the toilet for comfort. These complaints from student-customers were being stated as;

Student 3a said “Library must be air-conditioned”;

Student 3b told “Epa tiles dapat ang room sa Guidance. Expand the Office. Ipa-tiles ang Guidance”

Student 3c expressed “Provide Comfort Room for Library”.

Availability of the Office for night/shift/extension of hours of service by personnel means that customers’ request to extend SPS’s unit to extend services up-to the last period-class. For an institution with three (3) sessions, Morning, Afternoon and Evening, it is just reasonable for the customer to request for up-to-last-period-class student services like that of the Clinic. For an Office like the OSA, which has numerous procedures, one (1) student-assistant working half-day isn’t enough. Locally, in UM Panabo, there is only one (1) designated OSA Head, who is also a full-time professor. Tedious assistance is needed for the Office Head. Suggestions from student-customers are;

Student 4a conveyed “It should be open until 9:30PM”

Student 4b “STA from half-day to whole day”

Provisions of strategic schemes for services are ways and means an Office could try to hasten services. Locally, for UM Panabo Cashiering Office and Student Accounting Office they are quite small offices and located just-beside each other. Their customers may be confused during the queuing system, it is better to provide priority numbers. (For LIC, hopefully, there

will be an easy-way in borrowing books, in the event that IDs aren't present, we can still borrow books). Suggestion-comment from customer is that there is an easier way to borrow books whenever accidentally they forgot about their borrower's card. There are no seats being put while students are waiting for their turn to transact with SAO; provision is necessary. From the suggestions of students;

Student 5a uttered "Must provide priority number"
Student 5b stated "Unta mas dali ang procedure pag maghulam mi ug books, back to basic na lang unta na pag my ID na mabilin automatic makahuram na mi, kinahanglan man gud namo. Thank you"
Student 5c stated "Provide waiting seats"

In today's generation, customers who are more delighted will result to their retention to stay on a particular product. For an educational institution, the products and services are the program offerings and the administrative utilities, thus the higher level of satisfaction to both of these functions, leads to a higher income and progress. Mittal, Pankaj and Tsiros (1999) as cited by Line and Johnson (2003) identified indicators affecting satisfaction and behavioral intentions for the product they acquired, and found out that service satisfaction has a greater influence during the acquisition of service, and product satisfaction is also a greater influence afterwards. Moreover, Ibzán et al. (2016) suggested that customer satisfaction shows the general strength of the organization, its prospects and furnished companies with numerous advantages.

University of Mindanao's SPS general objective is to provide its students with personnel services designed to usher them into becoming mature, responsible, effective and worthy citizens of the community and the world and one of its specific objectives is to provide students a healthy and wholesome environment in the academic community, it is but essential that students owe the educational entity the impartial necessities needed during their stay in the institution. For student-customers, request-favor granted on their behalf and on their benefits is relatively unbending. There were positive themes identified as to SPS's performance however, there were quite number of criticisms or sources for improvements being observed.

In the Positive Category, Well-trained Personnel were manifested towards student-customers based on the statements; "Properly trained and skillful" by (student AAA); "Friendly and accommodating" by (student BBB); "Approachable all the time" by (student CCC). Lacobucci, 2018 identified customer satisfaction based on the quality of the service acquired (reliable and tangible cues) and quality in the personnel (responsive, competent, and empathize). He added that customer satisfaction is not about repeat purchases but positive attitudes of customers enjoying the service of the company or brand, student-customers enjoy and feels glad about the services being offered to them by the SPS units. SPS not only undergo trainings and enhancements for the betterment of the services, also, SPS survey are being collated every month, office workers also make actionable plans to every notable comment made by student-customers, moreover feed-backing systems evaluated by peer-group and the direct head in the person of the Director was also being done, so as to support "Properly trained and skillful" by (student AAA). Syed and Conway (2006) as cited by Grover, Dutta and Chakraborty (2011) investigates the factors affecting customer service and one that influence most is the responsiveness of the frontline; as complimented by Student CCC "Approachable all the time". Posselt and Gerstner (2005) exercise the concept of order result, reasoned that customer satisfaction with services is essentially affected by the progression of service experiences as quoted with "Friendly and accommodating" by (student BBB) personnel.

In the Bases for Improvement the following comments were made by the students, under Additional Working Personnel subtheme "dapat dungagan ang staff sa RAC para dali ay lang ang process ug para ang magsunod dili nga-nga" (Student 1a); "they should hire more employees so the services will be fast (RAC) (Student 1b) "dapat daghan na ang Cashier para kung ting exam na daghan man mamayad so dapat daghan pud ang Cashier" (Student 1c). Stiehler-Mulder and De Meyer- Heydenrych recommended that it is important to identify areas where manpower needed the most to speed up the process, as the Records and Admission seriously needs it while students transact concerning records and during enrolment, moreover,

hiring additional support staff during peak periods was also suggested since it influences employee behavior as “dapat daghan na ang Cashier para kung ting exam na daghan man mamayad so dapat daghan pud ang Cashier” (Student 1c) comments of these student-customers will be countered; in a study on trauma, Kuhne, Ruchholtz, Sauerland, Waydhas and Nast-Kolb (2004) stated that one of the factor in providing quality service is having an additional personnel in the shock trauma room management of multiple trauma. Additional staff made the services more efficient, Pillai, et al., 2014 as Student 1b quote “they should hire more employees so the services will be fast (RAC). As to RAC and Cashiering, the Offices shall have to request to the management to hire additional employees in order to respond to customer in the quickest way possible.

In the Bases for Improvement the following comments were made by the students, under Additional Equipment subtheme “Enough emergency light during brownout so that the transaction inside the library will continue” (LIC) (Student 2a); “sana madagdagan ang mga computer for viewing of grades para hindi na siksikan” (RAC) (Student 2b); Additional bookshelves/cabinet (OSA) (student 2c). One of the issues of great controversy among educators in tertiary schools is the inadequate equipment and facilities, other believed it to be the manner of utilization of the available equipment and facilities in the universities, Umunadi, E. K. 2011, as quoted by Osuala, 2004 the major problem facing vocational and technical education includes inadequate quantities of equipment, machines, tools and instructional materials carrying capacity can be achieved in tertiary institutions when there is fund for purchase of adequate equipment and facilities in our tertiary institutions. “Sana madagdagan ang mga computer for viewing of grades para hindi na siksikan” (RAC) (Student 2b) up keeping to the former studies, development of capacity, potentials, self-actualization, appreciation and application of knowledge gained to solve practical problems in the fast technological changing society cannot be achieved, if equipment, teaching techniques and devices are not adapted to the demands of the technological and scientific age in which students have to live and function, Onyegegbu,

2001 as “Enough emergency light during brownout so that the transaction inside the library will continue” (LIC) (Student 2a)

In the Bases for Improvement the following comments were made by the students, under Improve Facilities subtheme “Provide Comfort Room for Library”; (Student 3c); “Epa tiles dapat ang room sa Guidance. Expand the Office. Ipa-tiles ang Guidance” (Student 3b); and the “Library must be air-conditioned”; (Student 3a). Student satisfaction is of compelling interest to schools and universities as they are seeking to continuously enhance attending skills to apprehend surroundings for college kids meet the expectations of their institutional effectiveness, Amole, 2009; one good observation of the student-customer is “Provide Comfort Room for Library”; (Student 3c). The UM Panabo LIC is located in the 3rd floor of the main building. There is no toilet just nearby for relief. Loyal customers who felt more convenient during the service tends to repeat that feeling of satisfaction over and over again as meeting the needs of the customers are not enough Jobber and Ellis-Chadwick (2016), it shall reach satisfaction when the final deliverable meets customers’ expectation, Alam and Yasin (2010). The use of SPSS (Student Personnel Services Survey) questionnaire was a handful base of evaluation from a student-customer towards the school. Expedient data that were processed regularly form part of the institution’s drive for a continuous development while, companies’ customers satisfaction could be achieved by the customers’ perceptions however if it fails on the performance of the products, it will fall on dissatisfaction. Though setting low customers perceptions is also risky as some do not excelled on their performance. “Epa tiles dapat ang room sa Guidance. Expand the Office. Ipa-tiles ang Guidance” (Student 3b) {make the Guidance Office tiled-flooring, Expand the Office}; Appealing environment is also important because it invited customers to avail the products or service may be (Grewal & Levy, 2015). Institution shall not be lenient when customers suggest, the repetitive unfitting experience of customers may lead to all-inclusive dissatisfaction like that of the “Library must be air-conditioned”; (Student 3a) as Sukandi (2010), in this study, results showed that there is a positive

relationship between the facilities provided by the campus on student satisfaction [6]; moreover, Tamilla et al., (2011) demonstrated that customer satisfaction is a post-purchased attitude from thorough psychological correlation of the services quality that a customer expected that would get from a trade and level of service quality the client sees accepting from the business. In a study, the instructional experience influenced and facilitated students' social and academic integration in the higher education environment, Tinto (1993). Riley and Coleman (2011) have observed that educators frequently indicated that one of the reasons students leave low performing schools is because of poor learning environments. Students have at times voiced similar frustrations (Thayer, 2000). For these reasons, school amenities and environment in which academic support group functions were examined for signs of deficiencies that would potentially disrupt instructor-student engagement. Engagement, as Kuh, Kinzie, Buckley, Bridges, and Hayek (2006) argued, is an aspect of student behavior and institutional performance that colleges and universities can seek to improve.

In the Bases for Improvement the following comments were made by the students, under Availability of the Office for night-shift/extension of hours of service by personnel; students suggested "it should be open until 9:30PM" (Clinic) (Student 4a) and "STA from half-day to whole day" (OSA) (Student 4b); OSA shall have to request to the management to give additional office personnel instead of a student-training assistant who are working students in the university so that prompt and fast service maybe at least approximated and shall emphasize the effectiveness of the services rendered for it sustained its efficiency; As to working students, probably the student commented "it should be open until 9:30PM" (Clinic) (Student 4a) was a working student. Administrators should monitor this trend and encourage formal discussions about its implications. It is important to monitor the proportion of these students on campus. If proportion is large, campus policies might need to take this reality into consideration. Introduction of service learning requirements would be affected, for example, as might other expectations for student participation in campus programs. Urban institutions have often found that

they make adjustments in requirements and practices. Many, for example schedule lab sessions or discussion sections with close links to course lectures so that students do not need to come to campus at separate times for the two components of the course. Other implications should be anticipated like that of extending hours of office workers in the evening to serve other portion/ group of students who still have night classes, S. R., & Woodard Jr, D. B. (2003). School Clinic has adjusted the schedule of training assistant until 9:30 in the evening, Wilson 2006 emphasized the direct relationship between institutional experiences and students' retention and graduation rates, moreover, suggested that students who experience difficulty with academics, social life on campus and adjusting to the institutional sub-culture while in college may feel a need to abandon their higher education goals altogether.

In the Bases for Improvement the following comments were made by the students under Provisions of strategic schemes for services, Cashiering should have to provide priority number, BERRY, 2006 quoted the method in which arrivals in a queue get processed is known as the queuing discipline, when an arrival occurs, it is added to the end of the queue and service is not performed on it until all of the arrivals that came before it are served in the order they arrived. This outlines a first-come-first-serve discipline; in UM Panabo the non-presence of priority numbers during transaction in the Cashier and SAO affected the students as "must provide priority number" (Cashiering) "Provide waiting seats" (SAO).

Dewey (1992), as cited by Pasilan (2000) defines integrated library system as the one that brings together numerous library tasks into one system. It allows the library to have a direct control on its automation with a great efficiency. It also allows the user to use the library data for the acquisition, as to hasten procedures in borrowing books, customer wanted it to be easier to acquire books "Unta mas dali ang procedure pag maghulam mi ug books, back to basic na lang unta na pag my ID na mabilin automatic makahuram na mi. kinahanglan man gud namo, thank you" (LIC) cataloging and circulation of library collections. Hoffer, Prescott, and McFadden (2002)

defines a database as an organized collection of related data. They also defined data as known facts that are recorded and stored on a computer system are structured to be easily stored, manipulated, queried and retrieved by data users. It is intensely suggested that LIC shall introduce library systems quite similar with other institutions to better serve the students. According to (Shibanda, 2002), library system centers in the advantages in terms of accessing, retrieving, and sharing information most especially in a technologically oriented University environment The integrated process of a computerized library system can keeps the track of all the books and periodicals and keeping the status updated apparently, there are "user ID's and associated passwords to make an access in the system. This will keep all the information regarding the materials updated and monitored the use of the computerized library system is a kind of technology that is popular in the developed countries. Perhaps, this is the right time for the developing countries to show any sign of development and progress even in the technological approach as cited by Lalisian et. al. (2019).

IV. CONCLUSIONS

Student satisfaction is a short-term attitude resulting from an evaluation of students' educational experience, services and facilities; this study examined the UM Panabo College students' satisfaction of the Student Personnel Services. In a research conducted by Samosir and Zurni (2005) showed that service quality (reliability, responsiveness, assurance, empathy, and direct evidence) simultaneously had a significant effect on student satisfaction [4]. As student-customers, it is advantageous on their part to experience the feed-backing systems an institution is but willing to undertake. Checks and balances of an educational institution complementary benefits the customer, end-users and stakeholders and even to the company itself; where products i.e. the program offerings and services i.e. thru Student Personnel Services systematically been offered to students. This study found out that the customer service-skills, personality, friendliness, amiability were the strength of the student Personnel Service units of UM Panabo College in the inclusive years; SY 2015-2016 1st semester to SY 2017-2018 1st semester; on the

contrary, there were two themes which needs augmentation when personnel is concerned, i.e. additional office worker and the willingness of the office worker to extend hours to cater evening student-customers.

As for facilities, the school still lacks amenities like well-ventilated and relief-convenient Library; better office ambience for GSTC.

Beneficial to the institution were the active response/opinion of students evaluated randomly every day then collected, collated and processed by the end of the month. Additional value of this system is that students were being heard and given probable equivalent response thus continuous development of the institution is imminent.

V. RECOMMENDATION

The success of any organization, higher institutions depend greatly on management that involves the process of organizing and controlling it (Akpan, 2011). This underscores the importance of SPS in higher educational institutions.

It is not just enough to provide these services but it is also important to ensure that they are efficiently managed or administered. The following are some suggested strategies for improvement in the management of students' personnel services:

There shall have adequate number of office workers to be employed to augment number of employees equitable to the number of student-customers being served

Adequate infrastructural facilities to furnish and enrich students' wholesome experience inside the institution

The students shall be viewed as partners in progress by the administration and effort shall be made to involve students in the decision-making processes through student-representatives not just during consultation or during tuition-fee increase which happens in a quite rare schedule but on regularity.

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